



BOARD OF DIRECTORS MEETING MINUTES

December 10, 2020 | 3:00 p.m.

VIA CONFERENCE CALL

Toll Free: (315) 904-1069

Conference Code: 829 862 231#

MEMBERS PRESENT

Karen Cherry, Chair

Laura Van Eperen, Vice Chair

Aaron Tomarchio

Angela Sweeney

Capt. Eric Nielsen

Julian Boykin

Justin Meighan

Leonard Raley

Stuart Page

Tom Sadowski

MEMBERS ABSENT

Henry Fawell

Sen Cheryl Kagan

Del. Kris Valderrama

MMP STAFF

Tom Riford

Robert Scherr

COMMERCE STAFF

Sherri Diehl

Liz Fitzsimmons

Lutisha Williams

MMP Board Meeting Minutes

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I. CALL TO ORDER / ROLL CALL

Meeting was called to order by Chair, Karen Cherry at 3:00 p.m. Executive Director, Tom Riford called the roll for attendance. Quorum was established.

II. ADMINISTRATIVE ITEMS

a. Approval of Minutes from September 9, 2020

Chair, Karen Cherry asked for any comments and a motion to approve minutes from September 9, 2020. Ms. Angela Sweeney moved to approve the minutes. Mr. Eric Nielsen second. No oppositions. Minutes approved.

b. Financial Report

The financial update presented by Mr. Leonard Raley for the period ending on November 30, 2020. They are as follows:

On the revenue side, the total partner contributions paid in FY 2020 were \$557,000 and contributions paid-to-date in FY2021 are \$183,334. On the expense side, the amount paid in

FY 2020 is \$719,735.60 – this reflects expenses for media placements, research, web development, etc. To date, the ending balance is \$4,103,438.71.

FY2021 major planned expenses include \$1.8 million in the media plan and \$300,000 for BIO International Convention 2021 through June 2021. Commerce will transfer funds via a Grant Agreement for costs associated with BIO International. An additional project discussed at the last meeting, \$25,000 estimated for Forbes advertising project to produce special Maryland insert.

Total Media Expenses (FY2021) to-date: \$648,553.

Chair, Karen Cherry asked for a motion to approve the financial report. Ms. Laura Van Eperen moved to approve the financial report. Mr. Julian Boykin second. No oppositions. Financial report approved.

c. Secretary of Commerce Remarks

Immediately following the financial report, Chair Karen Cherry asked for remarks from Executive Director, Tom Riford on behalf of the Secretary Kelly Schulz who extends a special “Thank You” to all the Partners for their support in marketing Maryland. Also, a “Thank you” to those who attended the October 21st MMP Reception with Governor Larry Hogan. Last week the Governor announced that he has mobilized a medical staffing surge to help save lives and to prevent over burdening the State’s health care system, which include effort to hire Marylanders with a clinical background (tapping into Colleges and Universities to allow health care students to get work sooner and in some cases academic credit for hands-on work in the health care industry.

Also, last week, due to state regulations, bars and restaurants were to close from 10 pm to 6 am. Capacity to religion facilities, stadium are down to 50% - limited to 250 people. These are some of the necessary steps the Governor has taken. The Governor is also prohibiting visitation at hospitals and restricting visitation at nursing homes. Maryland is also requiring more testing for staff and residents at nursing homes. Also, doubling the number of rapid response teams that the state can deploy to the hotspots to help with triage and to help support medical staffing needs.

Secretary Schulz states she need not press upon this group the severity of this pandemic. Unfortunately, many citizens of this state and across the country are not taking this serious. It is forcing Maryland to take action. Governor Hogan announced at the end of October that he is putting another \$250 Million into Maryland COVID-19 efforts. The funds were broken down in very specific ways, which include funding to help businesses. \$50 Million was allocated to restaurants. The Department allocated the funds to the counties and Baltimore City so they could distribute the grants to businesses. Each county's share was proportional for restaurants and estimates in each jurisdictions.

Commerce is also providing \$2 Million to local DMOs (Destination Marketing Organizations) so those tourism offices can further market and promote their local attractions, local retail facilities and their local restaurants. The Maryland State Arts Council received \$3 Million who have been accepting applications from art organizations, independent arts etc. Organizations have, however, experience losses due to canceled events because of COVID. Hundreds of arts organizations have benefited from the State's Emergency Relief Funding of grants to date. Other money of \$50 Million that the Department of Commerce Small Business COVID-19 Relief Grant Fund provided over 9,600 grants of up to \$10,000 to Maryland Small businesses over the first two rounds of funding. The initial round of \$50 Million included grants to over 200 non-profits – another 557 non-profit organizations who applied to the program were approved for grants through DHCD non-profits initiative. The additional funding received will clear up the back log of grant applications which means the state allocated funding to over 15,000 applicants. The final number will be forthcoming.

There is also another \$5 Million made available through MIDBFA which brings the total of COVID-19 relief package in that program to \$10 Million. Finally, the Governor has set aside an additional \$1 Million for rapid relief response funding for small businesses. This will allow the state to deploy these extra funds quickly as the pandemic is creating additional need.

Last month, Governor Hogan announced Maryland Future 20 which is a list of innovative companies as part of the innovative uncovered initiative. There were a 125 nominations from all across Maryland. Secretary Schulz expressed that she is pleased with the efforts of Commerce to promote Maryland's strong and innovative industries.

d. Marketing Report

HZ representatives focused attention on Maryland innovation as well as showcasing successful entrepreneurs. The campaign will roll out general awareness messaging, especially focusing on the fact that Maryland has an incredible pool of talent which is a major factor for businesses looking to relocate.

Creative ideas for 2021

The goal is to highlight innovations taking place across the State. The reasons for incorporating innovation/testimonials for Spring 2021 is to:

- To expand the "Innovation Uncovered" initiative launched in 2020
- To showcase Maryland's strongest assets, including Maryland's educated workforce, federal research and related opportunities and universities
- To better tell Maryland's story to an out-of-state audience by showcasing leading innovators

Ron Thompson talked about "Innovation for All," which is an umbrella that can encompass every innovative theme, feature, and advantage we want to highlight. He expressed that it provides a broad platform to talk about innovation and showcase innovators, including using testimonials which will create the sense that in Maryland innovations happen across a wide range of industries and empower a broad, diverse group of people. Industry companies, such as: Sonavi Labs, Dragos and Emergent BioSolutions.

Media Plan

As it relates to the media plan, the goal is to improve Maryland's business image by lifting brand awareness and increasing positive perception of Maryland as a business location. The objective is to

increase awareness, site engagement, and lead actions on the open.maryland.gov website – reaching the general business, IT/Cybersecurity, biotech, and workforce audiences. It was mentioned that the advertising campaign parameters would focus on timing, budget, the audience and geographical areas.

- Timing (January – December 2021) with emphasis on March to mid-June and September through November
- Budget - \$2,000,000 + outstanding 2020 spend, which is to be allocated between in-state, out-of-state and workforce efforts
- Business owners, C-Suite Executives and Site Selectors are the target audiences (70% of total budget will be directed at General, IT/Cybersecurity and Biotech audiences – 25% of the budget is focus on Workforce)
- Geographical areas consist of In-State and Various Key States

Digitally, according to HZ team, Maryland will appear across several different top-funnel environments around the web to maximize overall campaign reach and time-on-site conversions. 2021 will continue to expand the use of display banners (both high-impact and standard) and digital audio/podcasts to reach millions within our target audience. Ad placements will reach Maryland's audience of executives within key industries by using either specific niche audience data segments or, more broadly, on contextually relevant publication websites. Also, Maryland will utilize Connected TV (CTV) to digitally target the audience to reach them as they stream their favorite TV programs. It will consist of :15 and/or :30 second TV spots. CTV runs only during full episodes through Smart TVs, Smart Sticks, gaming consoles, and apps.

HZ team expressed further that one of the best ways to position Maryland as a thought-leader is to align the state's message with leading industry-specific publications. These trade publications have been selected because they are of the most well-read within their respective industries. Through eNewsletters, website banner ads, webinars, and sponsored content. As it relates to conferences, HZ reported that the majority of conferences have been moved to virtual events due to the pandemic – Maryland will pivot from geo-targeted and in-person sponsorships to contextual targeting and direct virtual sponsorships. Conferences such as: BIO International Convention, RSA Conference and other key industry events. It was mentioned that MMP will continue running ads in print publications as in 2020, focusing on relevant issues, such as *The Wall Street Journal's* Healthcare Tech,

C-Suite, and Cybersecurity issues. *Inc's* INC 500 issue and *WIRED's* Best Workplaces for Innovators issue. These four publications work to reach business executives and entrepreneurs.

Executive Director, Tom Riford open the floor for questions. Ms. Laura Van Eperen commented on the diversity of the workforce.....

Chair, Karen Cherry asked for a motion to approve and accept the marketing report from HZ, which include ad buys. Ms. Laura Van Eperen moved to approve the marketing report. Ms. Angela Sweeney second. No oppositions. Marketing report approved.

e. Abel Communication

Abel Communications team shared with the Board several program goals, which are: (1) Increase National Awareness, (2) Highlight Maryland Businesses, (3) Promote Maryland's Key Industries and (4) Serve as an extension of the MMP Team. The idea is to publicize Maryland as a great place to do business, focusing on its business assistance, business savvy and optimal location; promote the case studies and success stories of Maryland businesses and business leaders; establish Maryland as a hub for the key industry clusters of Aerospace & Defense, BioHealth & Life Sciences, and Cybersecurity & IT as well as supporting the marketing team.

Abel Communications Team talked about Media Highlights in Pharmacy Times and GEN (Genetic Engineering & Biotechnology News). As it relates to pending placements, NPR broadcast feature 'Exploring Companies & Programs empowering women in Construction & Trades with a focus on Clark Construction; the Washington Post by line "Five Factors that will influence where people live and work post-COVID.' As it relates to media relationships, the agency is in communication with the Wall Street Journal, Forbes, Modern Healthcare, NPR, AP and Axios.

In their initial phase of the 6-month contract, Abel Communications Team had the opportunity to connect with some of the MMP Partners. As of December 6, 2020 another 6-month contract has been extended.

f. Partnership and Contract Updates

Corporate Partnership Manager, Rob Scherr provided the following updates:

- Secured 2020 partnership renewals - \$1,408,000 over three years
- Whiting – Turner - \$500,000

- Peterson Companies - \$253,000
- Transamerica - \$250,000
- MEDCO - \$150,000
- Howard Hughes - \$100,000
- T. Rowe Price - \$100,000
- Bozzuto Group - \$30,000
- Merritt Companies - \$25,000
- Tradepoint Atlantic - \$
- M&T Bank - \$
- Clark Construction - \$

- Remaining 2020 renewals - \$635,000
 - Wexford Science & Technology – October
 - Royal Farms – October
 - H&S Bakery – November
 - H&S Properties – November

- Estimated 2020 Losses (Non-Renewals) - \$860,000
 - Non-Renewals
 - McCormick & Co., CyberCore Technologies, Miles & Stockbridge, Alban CAT, Kelly & Associates, Harkins Builders, Donohoe, H&S Bakery
 - Reduction of partnership levels
 - Howard Hughes, Tradepoint Atlantic and Buzzuto

- 2020/2021 Pipeline
 - Soft solicitation began in August
 - Route One Apparel

- 2021 Renewals - \$2,025,000
 - MedStar Health, Howard Bank, Perdue Farms, Kaiser Permanente, WR Grace, UMMS, Weller Development, Brown Advisory, BGE, Cisco, and St. John Properties

- In-process 2021 renewals (commitment, but unsigned agreement) - \$100,000
 - Legg – Mason/Franklin Templeton - \$100,000

- 2022 Renewals - \$305,000
 - Ellin & Tucker, USM, Morgan Stanley, and Buzzuto

Overall, in terms of 2021 renewals, things are looking relatively good. Companies in the pipeline are looking good as well.

Executive Director, Tom Riford mentioned that Mr. Robert Scherr's contract has been renewed for another year.

g. Executive Director's Report

Executive Director, Tom Riford reminded the Board of the 2020 Annual Report requiring final approval.

Chair, Karen Cherry asked for a motion to approve and accept the MMP Annual report. Ms. Laura Van Eperen moved to approve the Annual report. Ms. Aaron Tomarchio second. No oppositions. Annual Report approved.

III. New Business and Questions

No new business and no questions from the Board. However, Mr. Tom Sadowski mentioned that there would be a UMMS launching of a public health hearing.

IV. Adjournment

The business meeting adjourned at 4:25 p.m. The next meeting is scheduled for April 2021, exact date TBD.

Maryland Marketing Partnership

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